## Evaluation Matrix

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| S No | Criteria |  |
| 1 | Data Understanding and Preparation along with EDA | * Data quality issues are identified and addressed * Appropriate data pre-processing measures are applied wherever applicable * Any notable exceptions are reported in form of comments, wherever appropriate * Attempt in right direction to find out contributing factors * Right set of visuals are used for univariate and bivariate data analysis * Meaningful insights are derived and presented in effective manner |
| 2 | Model building and evaluation | * Right data mining task is identified * Train and test data derived and used properly * Appropriate data mining technique is used for the model building * Model parameters are fine tuned to improve the model accuracy * Appropriate technique is used to identify the factors contributing to the model accuracy * Model evaluation is done based on the appropriate measures and criteria |
| 3 | Effective Story telling through the report/presentation | * The presentation has proper structure, not too big, not too small. Elaborate the important points in more precise manner. * Has focus on the problem to be solved * Talks about the factors contributing to the issue along with right kind of proofs * Explaining the observations visually where visuals are showcasing the facts * The recommendations / suggestions are spelt out clearly. * Assumptions are specified at right places. |
| 4 | Code readability and organization | * Code is executing, no syntax errors * No customizations is needed to execute the code * Code is simple and augmented with proper comments wherever required * Built-in functions / libraries are used wherever possible * Repeated code is moved into functions and used appropriately when required * Long code snippets are broken down into small parts and made available as functions to increase the modularity of the code * Appropriate variable names are used to improve the readability of the code |
| 5 | Overall utilization of the concepts learnt in the course | * Appropriate steps are carried out in the data preparation stage which involves the concepts learnt in the class for the same * Various concepts from the data mining process are paid enough attention while developing the model |